

Branding Logo



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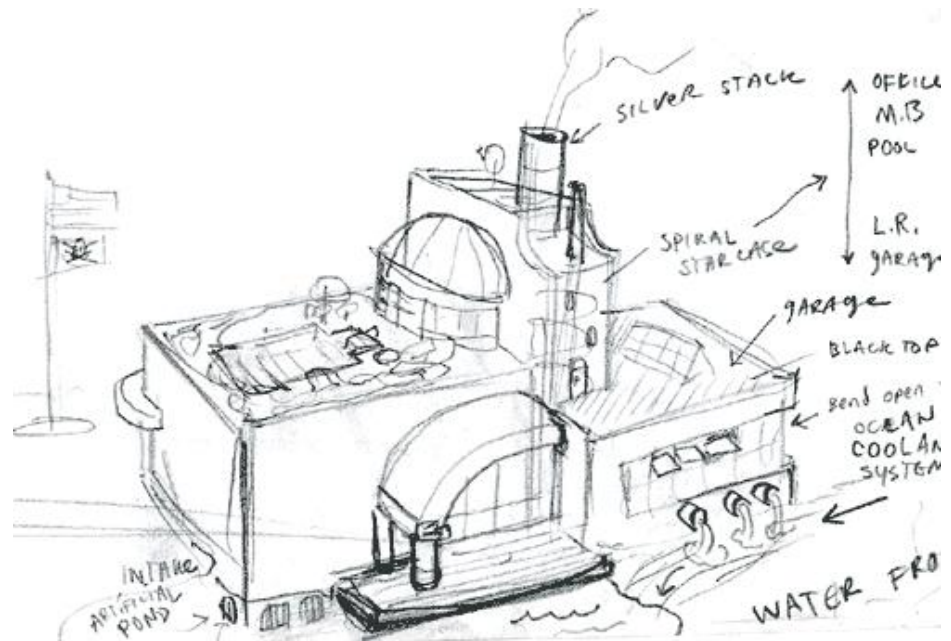
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## **Homesteading on The Living Web |** **Parts 1 – 3**



# Table of Contents

- **Part 1 – The Art, Science & Adventure (content)**
- **Part 2 – Modern Web Design Techniques**
- **Part 3 – SEO & Guerilla Marketing**



# PART 1 – Art, Science + Adv.

WHO IS  
RICHARD ANDERSON  
?



## Inspiration: *Captain Mark's Draw Squad*



- Draws Sci-fi + Fantasy
- Had Cool Uniform
- “Freddy Mercury” style Moustache
- Lives in Space
- Popular with *the Ladies*





# Art: The Early Years

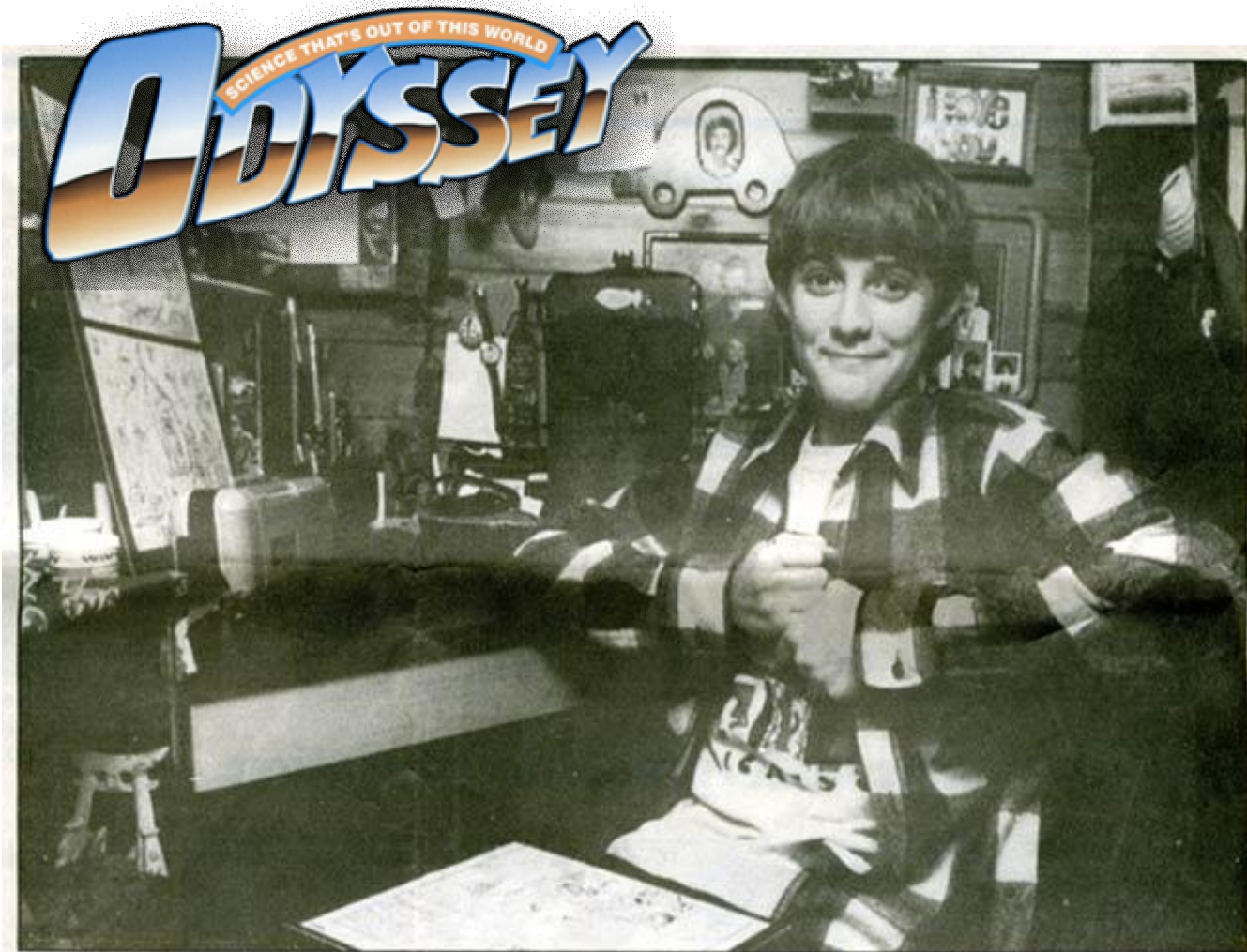


# Art: More The Early Years





## First Professional Cartoon Experience



AP photo

**Ryan Anderson** is a Juneau, Alaska, eighth-grader who also has a career in cartooning. He was recently hired by Odyssey magazine, a publication focusing on stories for children ages 8-14.



<http://www.HolisticForgeWorks.com>



# Odyssey Mag. age 13 (not a lame “Spaceman Spiff” rip-off!)





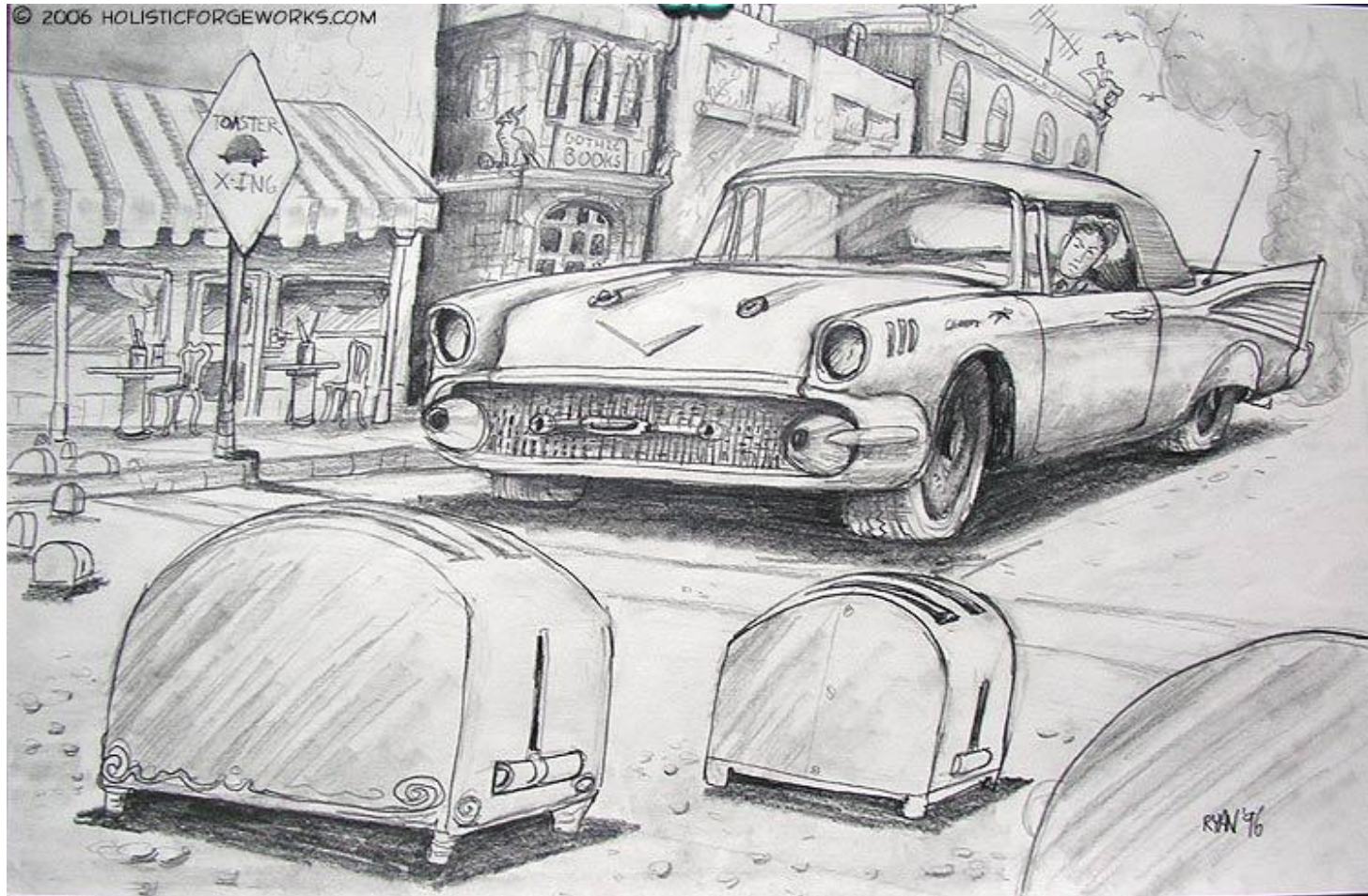
# Inspiration: *How to Draw the Marvel Way*



- Introduction to Figure Drawing
- Staging the Scene
- Dynamic Perspective
- Lettering
- Drawing Hands + Feet



# Art: The High-School Years (1995-1997)



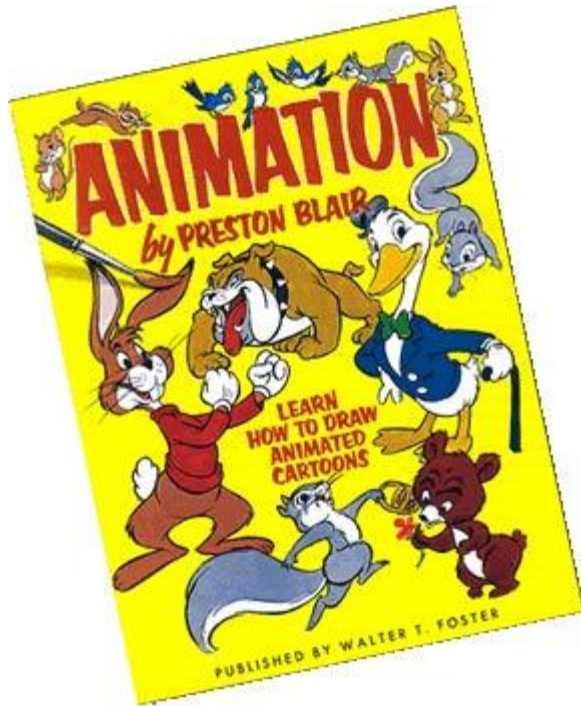
# Art: The High-School Years (1995-1997)





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# College: Animation Experiments



- Preston Blair Animation Book is Good for you!

See My [College Animations](#)



# College: Birth of a Webmaster™

## Establishing A Web Presence



DR. FRONZEL AMBROSE  
**NEEBURN**  
LUNATIC OR VISIONARY?

A MODERN COMPANY FOR MODERN THINKING™

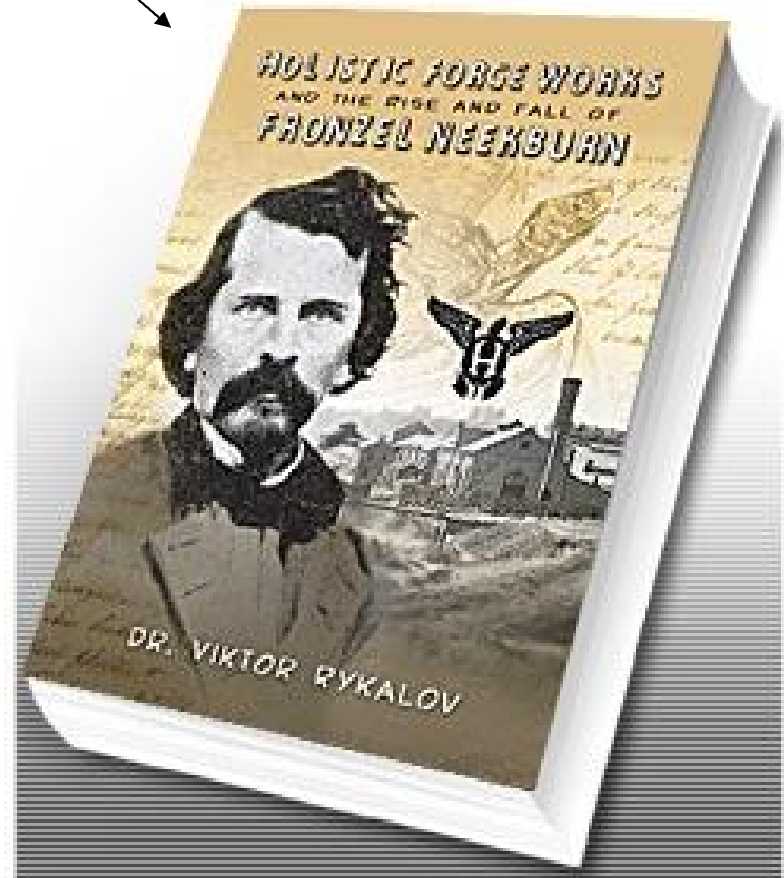


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# Benefits of A Fictional Founding Father

- Faith-Based Credibility
- Marketing Gimmick
- Illusion of History
- Makes Fun of Asshole Corporations (like *Ford®*, *Westinghouse®*, etc.)
- Artificial Tradition
- Who Cares?





## Art: Later Work (post HFW website)



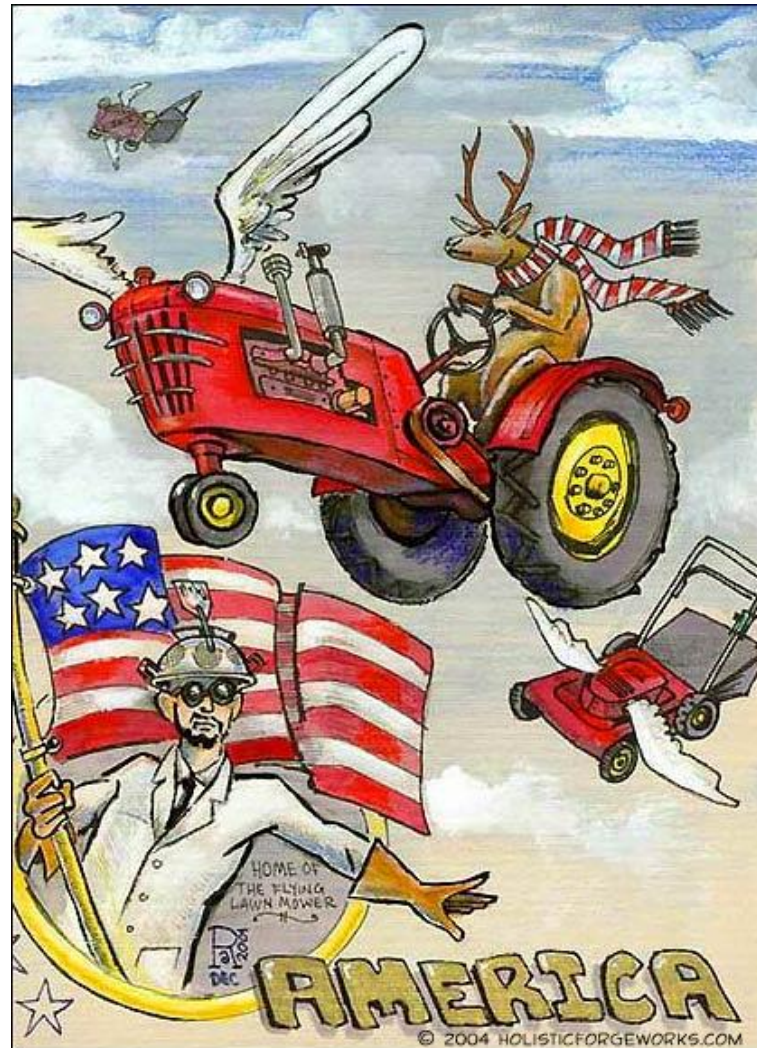
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## Art: Later Work (post HFW website)





## Art: Later Work (post HFW website)

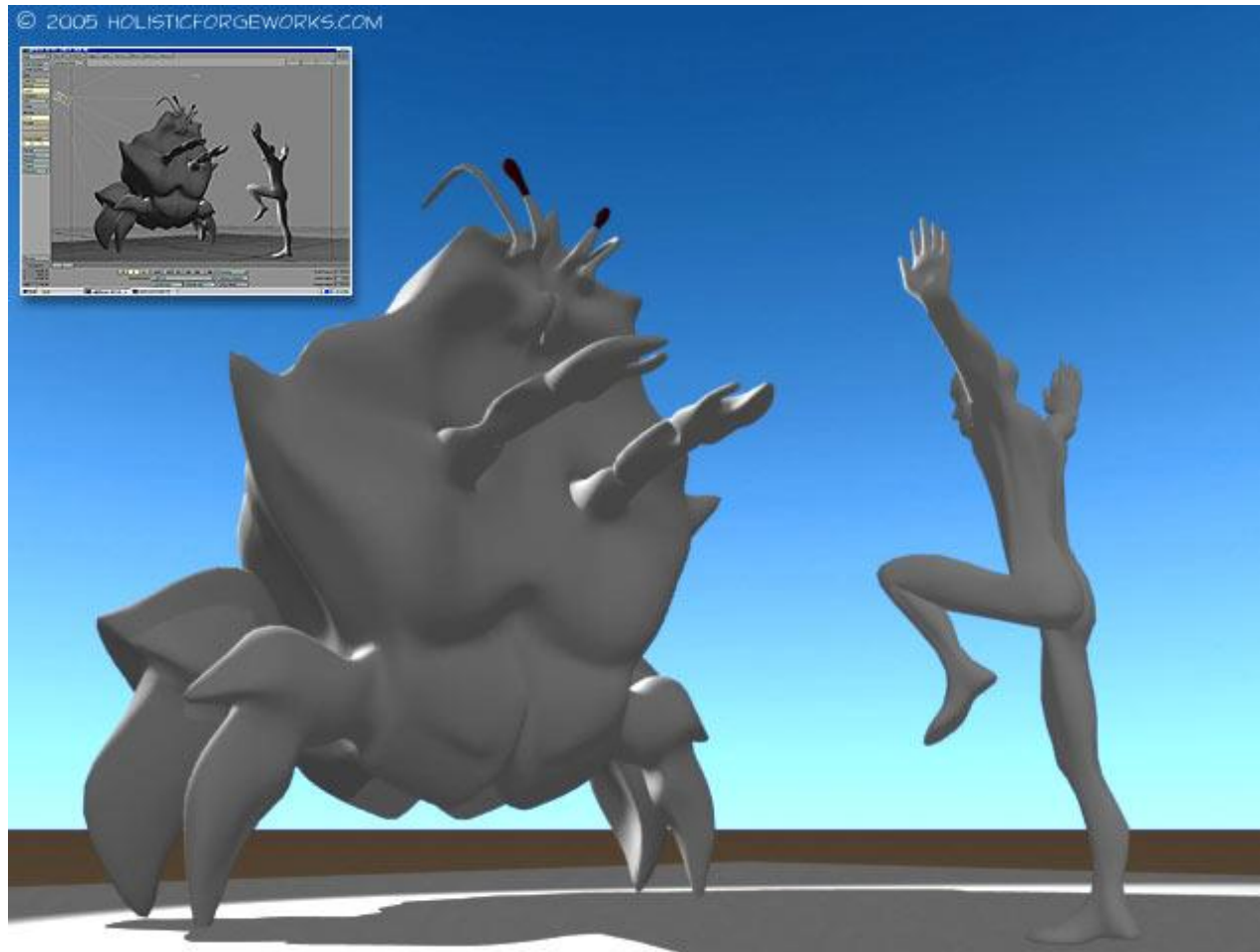


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# Art: Later Work (post HFW website)



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# Art: Later Work (post HFW website)



# Art: Later Work (post HFW website)

REMEMBER TO VOTE!  
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Weekly Atom-O-Toon(s): Slumming with M\$ Paint





# Art: Later Work (24hr Comic Book)



“Space Dog” inspired by a  
Tori Amos song called “Space Dog”



# Art: Later Work (post HFW website)



How to Build a Gas Forge: As Seen On: *MAKE* blog

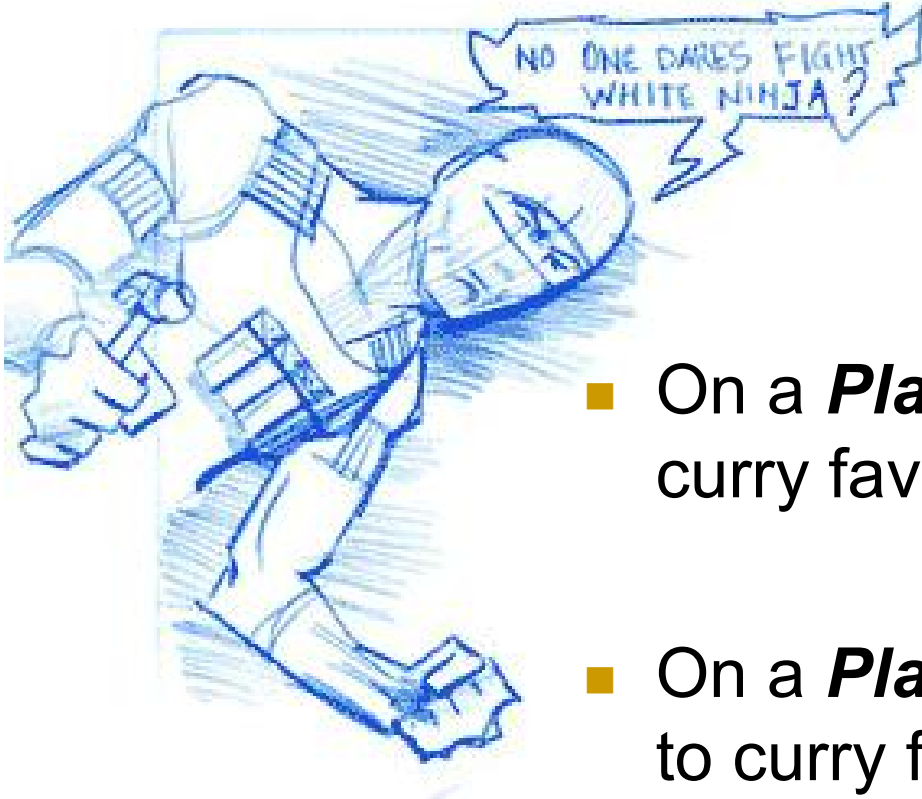


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# The Webmaster's Secret Ninja Mantra

(Or how to Make Yourself a Niche Without Really Trying)



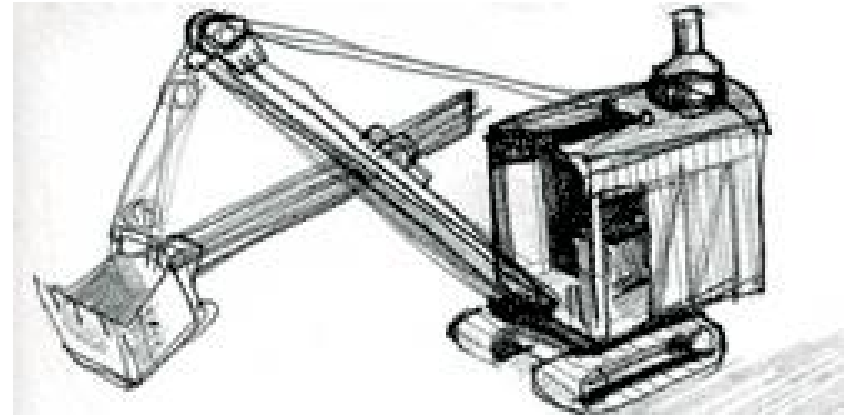
- On a ***Planet of Artists***, it is easy to curry favor via your ***Technical Skills***
- On a ***Planet of Engineers***, it is easy to curry favor via your ***Art Skills***





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# Modern **PART 2 – Web Design Basics**

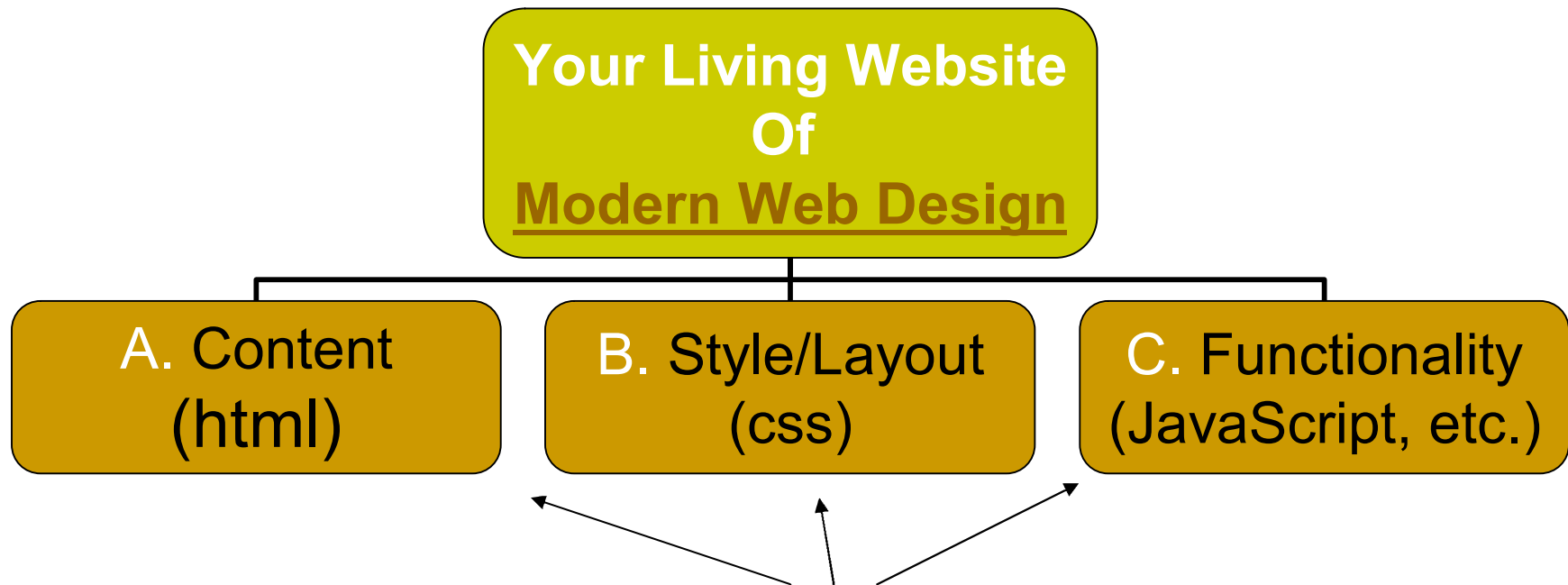


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How to Build Awesome Websites and  
Be Awesome in the “Living Web” |



# Concepts of Modern Web Design



**\*Urgent Note: Keep These Things Separated.**



## A. Pure Content Elements (Proper HTML semantics)

- `<h1+>` Headline Tags
- `<p>` Paragraph Tags
- `<blockquote>` Block Quote tags
- `<ul>`, `<ol>` (Un)Ordered List Tags
- `<a>` Anchor Tags aka “Links”
- ~~`<font>`~~ nope!
- `<em>` + `<strong>` text emphasis & strong emphasis
- `<img>` Image tags





## B. Style/Layout, Your Friend CSS

(Cascading Style Sheets)

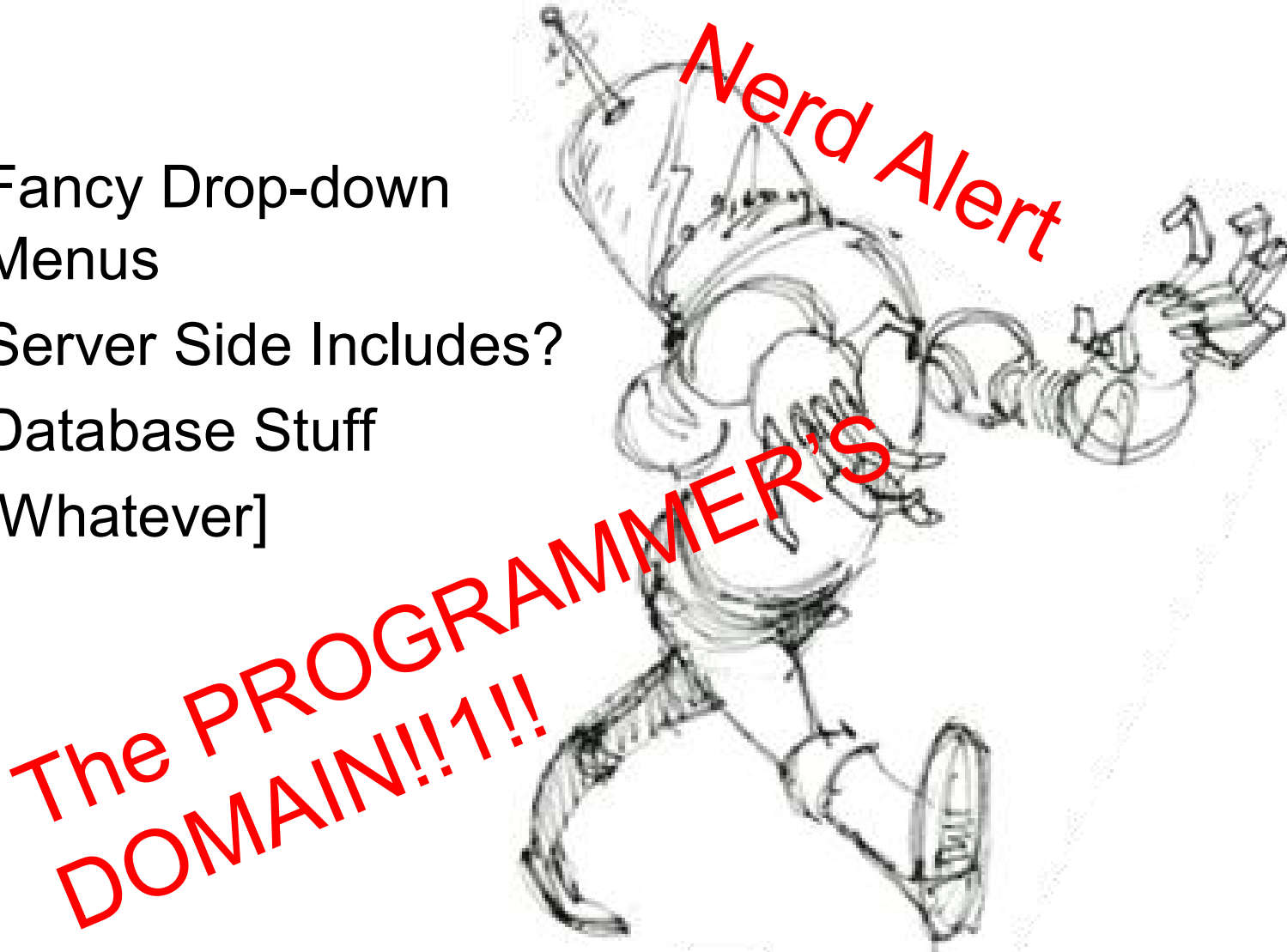
- Designate **ALL** colors
- Controls *Font styles, family, size, leading, spacing*
- Set Alignment
- Create *Floats*
- Accessible *Table-less* Positioning\*
- Background Images

**\*Urgent Note: NEVER use tables for layout.**

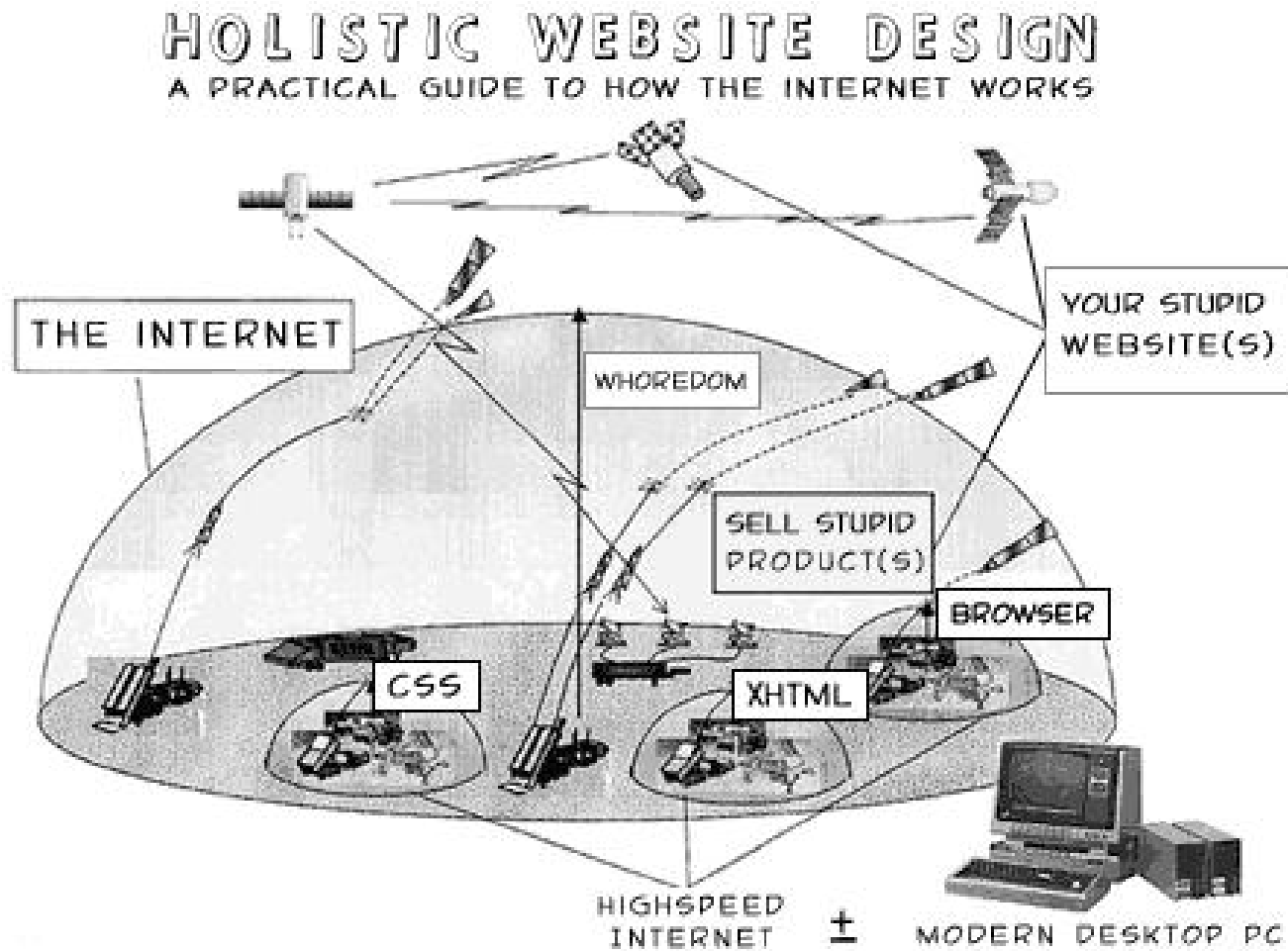


## C. Website Functionality (JavaScript, etc.)

- Fancy Drop-down Menus
- Server Side Includes?
- Database Stuff
- [Whatever]



# In Conclusion:





# Firefox, A Webmaster's Best Friend



Get **Firefox**



- [Download Firefox Now](#)
- Install the [Web Developer Toolkit](#)
- + *Colorzilla* Extension
- + *Measure it* Extension
- + *IE View* Extension



## PART 3 – Promoting Stuff



Things to keep in mind to get people to notice your *LIVING* web site |



# Search Engine Optimization (SEO) or Accessibility?

Actually part of Modern Web Design

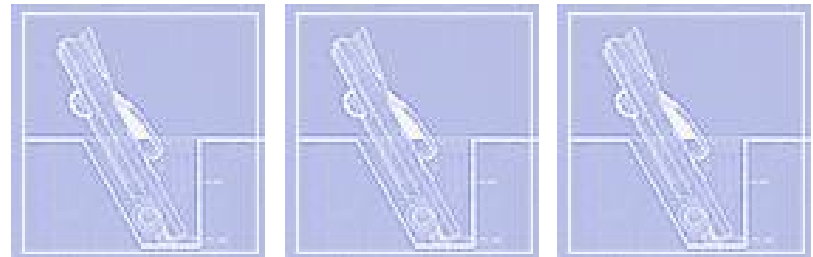
1. Websites for People + Machines (spider bots)
2. Validate your Code **!important**
3. Build Rich, Interesting Content
4. Remember to Use Image “Alt” Tags
5. Grow **with** your website
6. Get Quality “**Back Links**”
7. And **More**\*





# Actual Marketing Pseudo-Science Dogma

1. Use “Plosives”
2. Use words like “*Magic*”, “*ultra*”, “*2 in 1*”, “*How To*”, “*Six Ways*” etc.
3. Speak in a **Personal** Tone + **tell a story**
4. Employ a Product Positioning Strategy\*
5. Avoid initials, find the right names for stuff
6. Checkout Obnoxious Advertising/Marketing Books from your local library

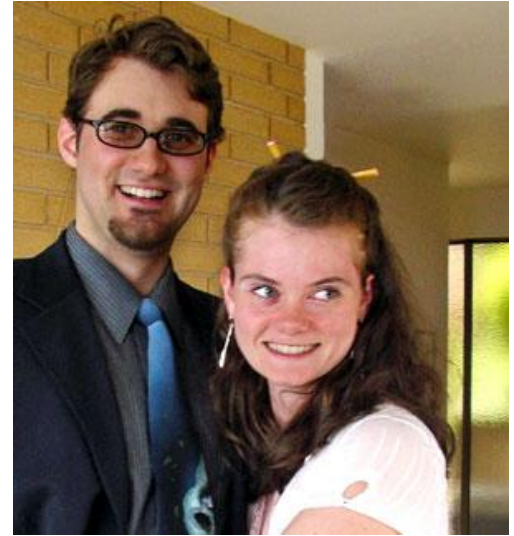


## Also: Make Them Work for YOU, DAMN IT!

1. They offer all the same stuff, take advantage!
2. Create “**Back-links**”
3. Build Page Rank
4. Promote Individual Pages
5. Infiltrate Communities
6. Encourages New Content



# Epilogue



Find Someone to Share in your Adventures. |

